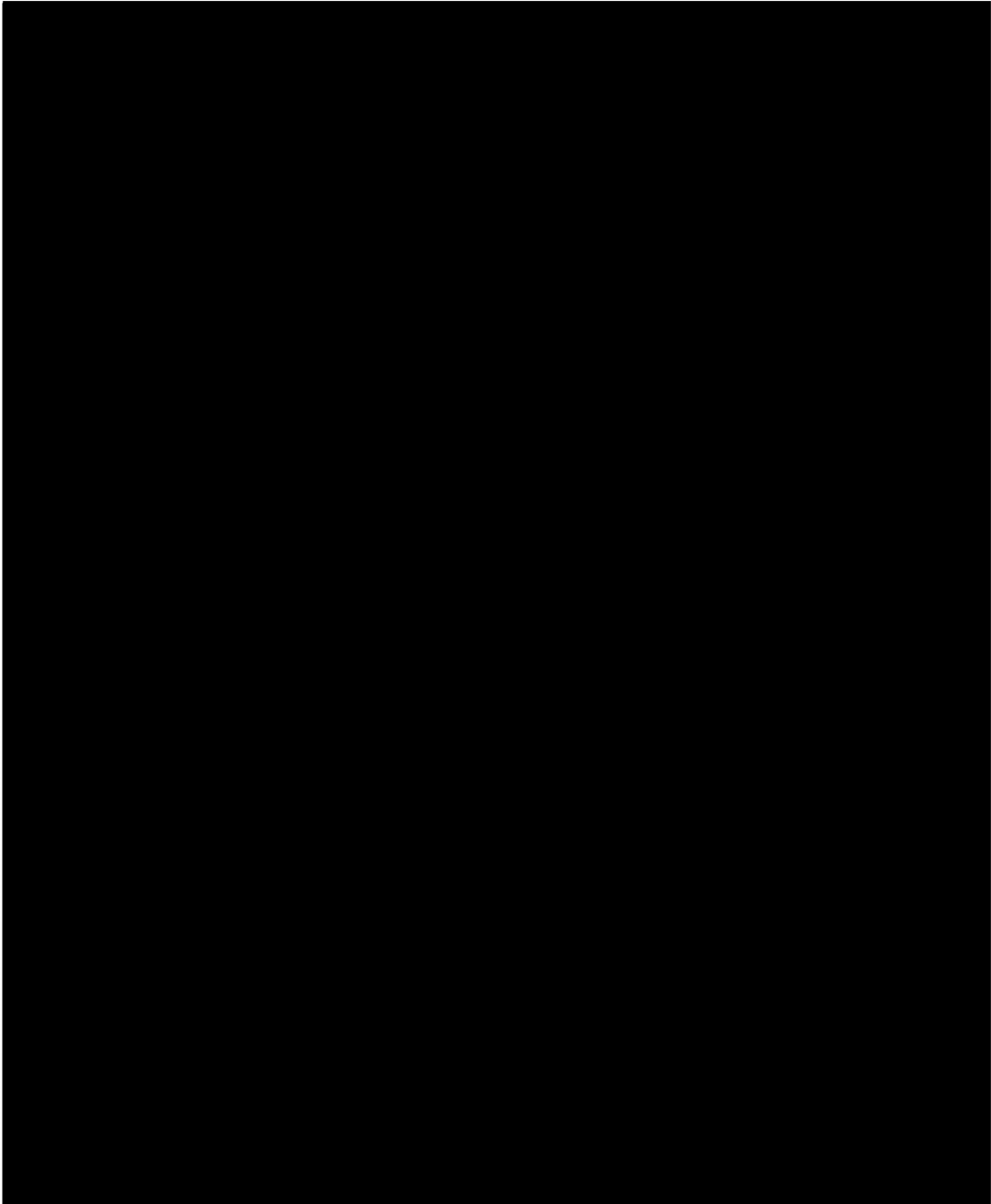


# **EXHIBIT 3**

## **(PART 3 OF 4)**

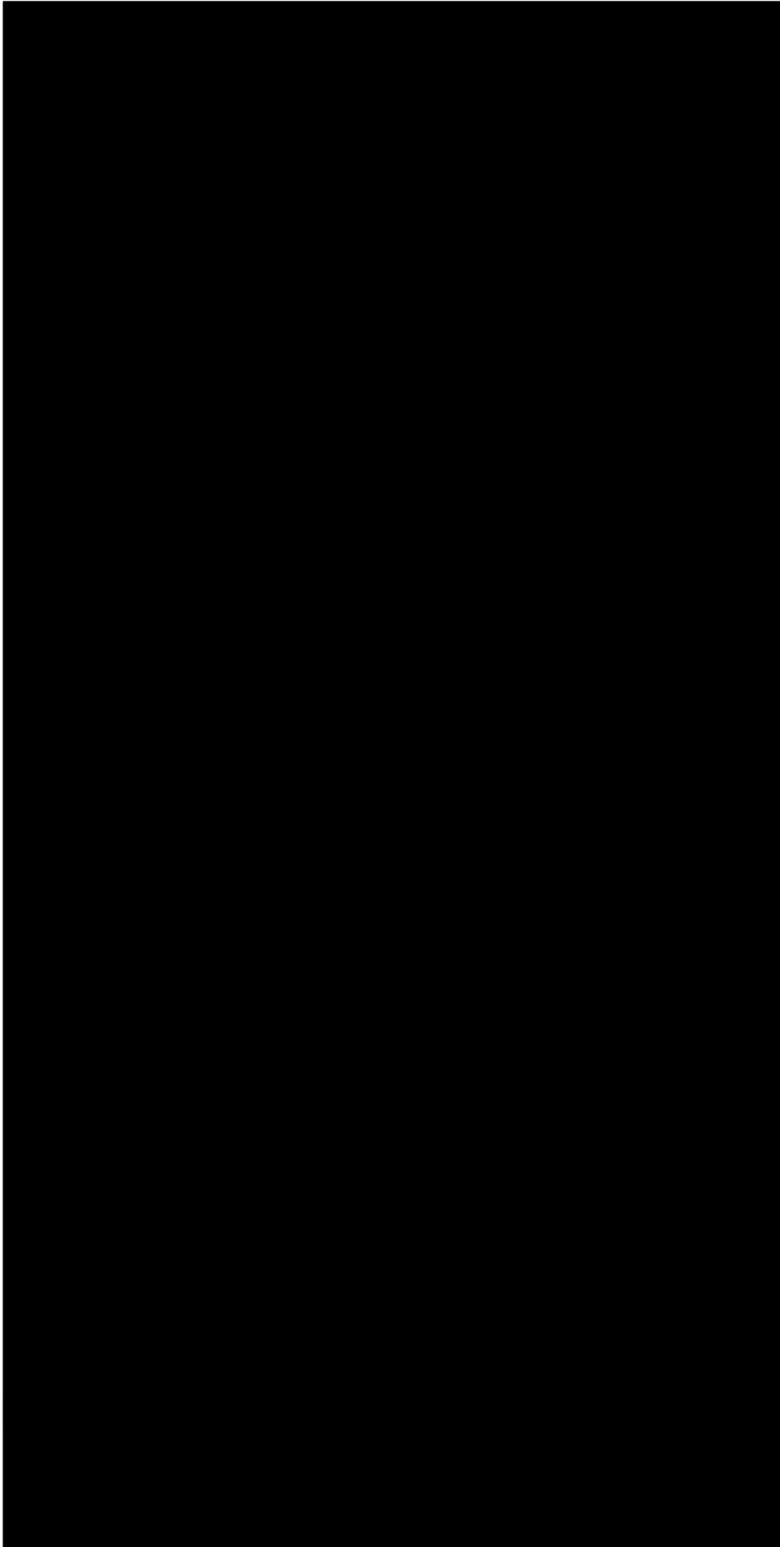
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Table 17f. '239 Infringement Read 6 Royalty



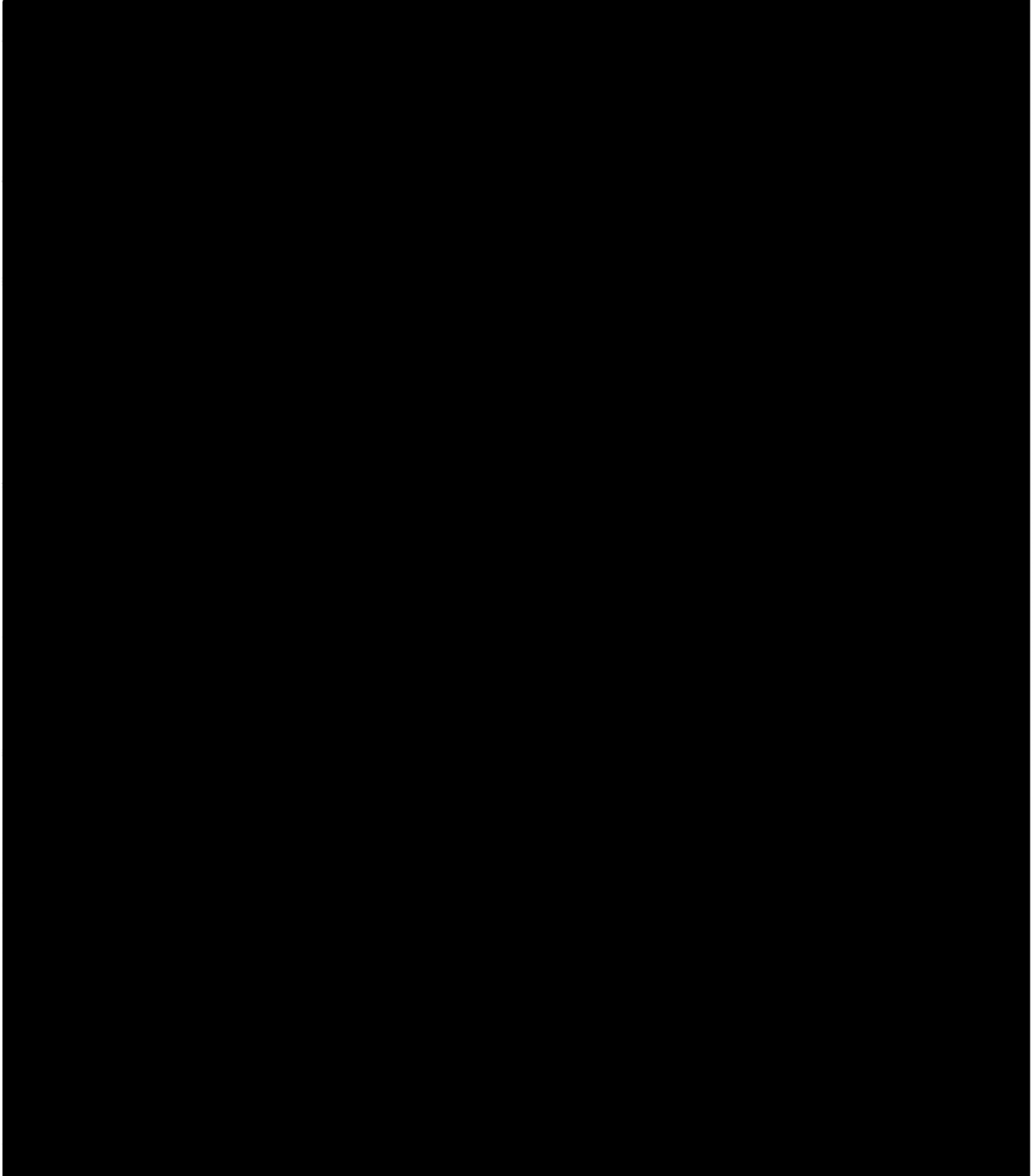
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Table 18. Royalty Evaluation Using Vellturo Methodology

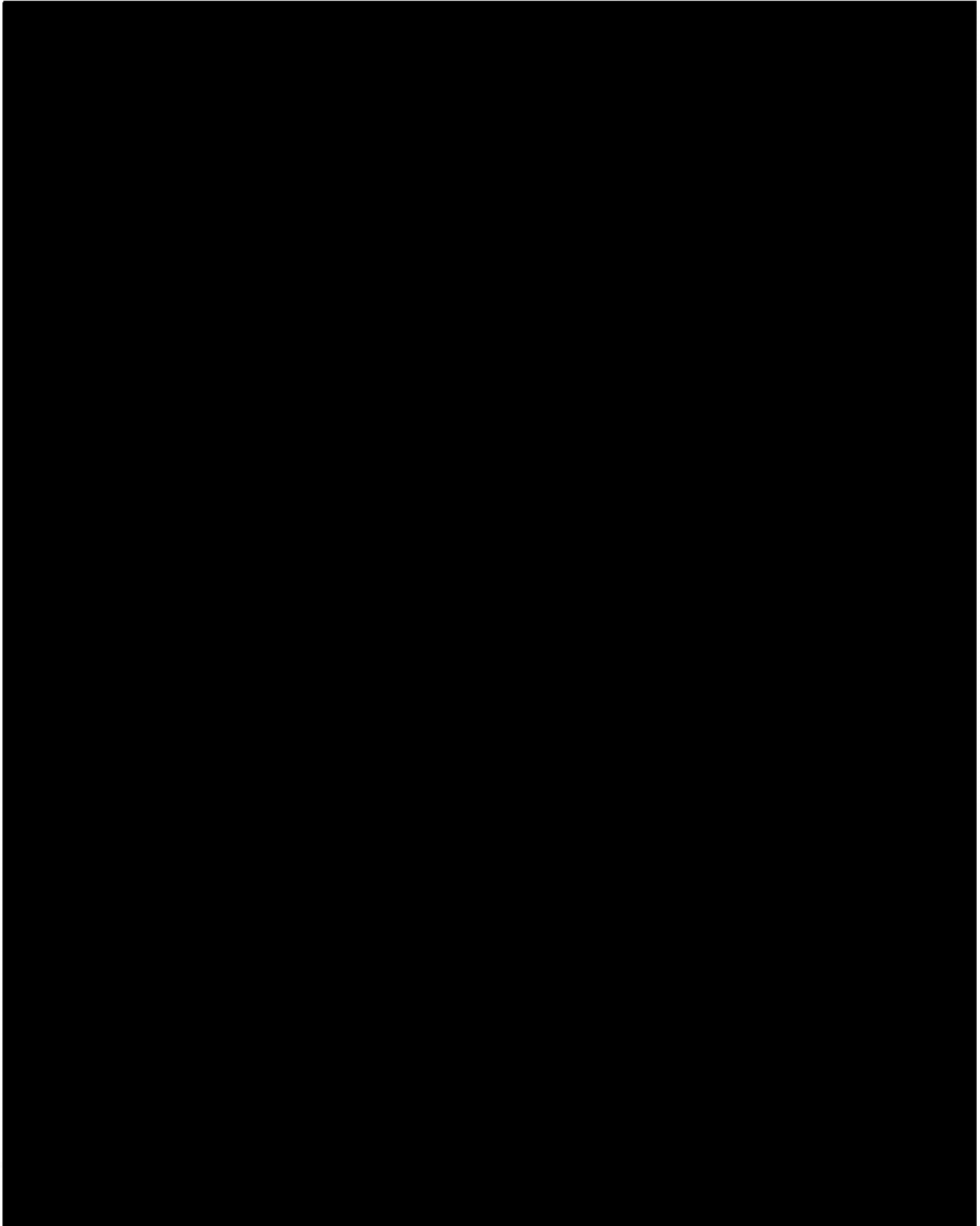


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Table 19. Evidence of the Importance of MultiMedia Syncing Features



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Table 20. Relative Value Survey Results, '757

Infringement Read	iPhone 3G/3GS	iPhone 4/4S/5	iPad	iPod Touch 4/5G
<b>Relative Value Score</b>				
Use iCloud to automatically download music or videos purchased on iTunes to two or more devices / computers	161.99	187.49	221.98	200.65
Use iCloud PhotoStream to sync photos between any combination of two or more devices / computers	167.88	199.97	234.92	161.29
Use iTunes Home Sharing to automatically transfer music or videos purchased on iTunes to any combination of three or more devices / computers	158.68	183.21	204.20	207.74
Use iTunes Match to sync music (NOT purchased on iTunes) between any combination of two or more devices/computers	153.24	163.72	197.32	197.55
Use iTunes Wi-Fi Sync to sync music, videos, photos or playlists between any computer using iTunes and any combination of two or more devices	177.79	196.96	230.18	226.59
<b>Value Relative to the FaceTime Reads</b>				
Use iCloud to automatically download music or videos purchased on iTunes to two or more devices / computers	0.36	0.42	0.47	0.57
Use iCloud PhotoStream to sync photos between any combination of two or more devices / computers	0.37	0.44	0.50	0.46
Use iTunes Home Sharing to automatically transfer music or videos purchased on iTunes to any combination of three or more devices / computers	0.35	0.41	0.44	0.60
Use iTunes Match to sync music (NOT purchased on iTunes) between any combination of two or more devices/computers	0.34	0.36	0.42	0.57
Use iTunes Wi-Fi Sync to sync music, videos, photos or playlists between any computer using iTunes and any combination of two or more devices	0.40	0.44	0.49	0.65
<b>Usage Rates</b>				
Use iCloud to automatically download music or videos purchased on iTunes to two or more devices / computers	18.0%	30.2%	36.0%	38.3%
Use iCloud PhotoStream to sync photos between any combination of two or more devices / computers	11.4%	24.6%	28.8%	17.4%
Use iTunes Home Sharing to automatically transfer music or videos purchased on iTunes to any combination of three or more devices / computers	12.3%	16.8%	21.7%	32.6%
Use iTunes Match to sync music (NOT purchased on iTunes) between any combination of two or more devices/computers	7.0%	9.6%	10.4%	20.1%
Use iTunes Wi-Fi Sync to sync music, videos, photos or playlists between any computer using iTunes and any combination of two or more devices	10.5%	13.9%	16.7%	23.9%

**Source:**

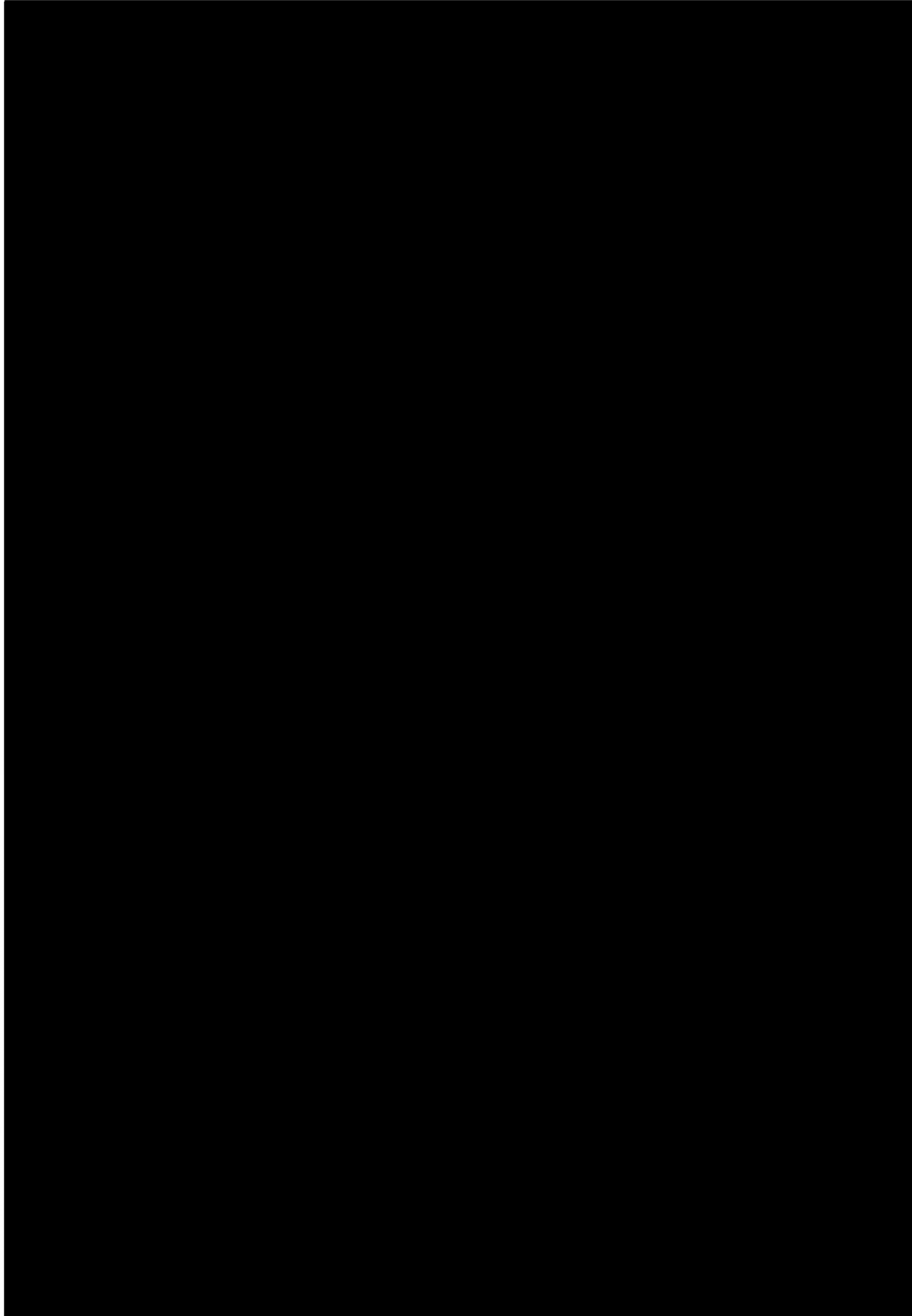
1. Relative Value Scores from Expert Report of Sanjay Rao, Tables 2b, 3b, 4b, and 5b.
2. Usage Rates from Expert Report of Sanjay Rao, Attachment E.
3. The Value Relative to FaceTime Reads for the 3G/3GS is estimated using the Relative Value Scores for Reads 1 and 2 of the iPhone 4/4S/5 since scores for the 3G/3GS are not available.

**Notes:**

1. Value Relative to the FaceTime Reads is calculated by dividing each relative value by the sum of the following '239 Reads: "Use FaceTime to make or receive video-calls over a WiFi connection" and "Use FaceTime to make or receive video-calls over a cellular connection".

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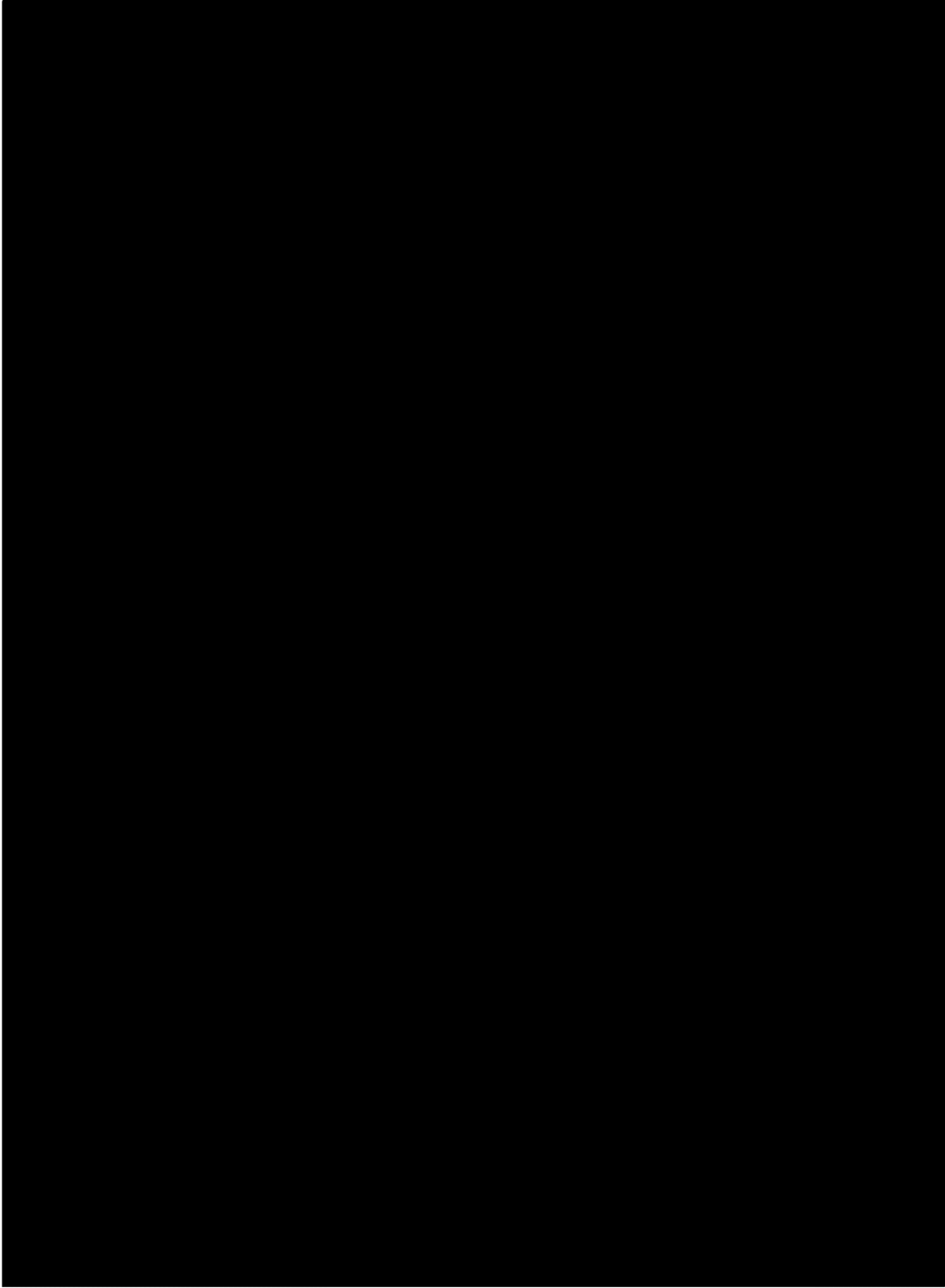
Table 21a. Royalty for '757 by Product and Infringement Read  
Date of Notice: July 21, 2011





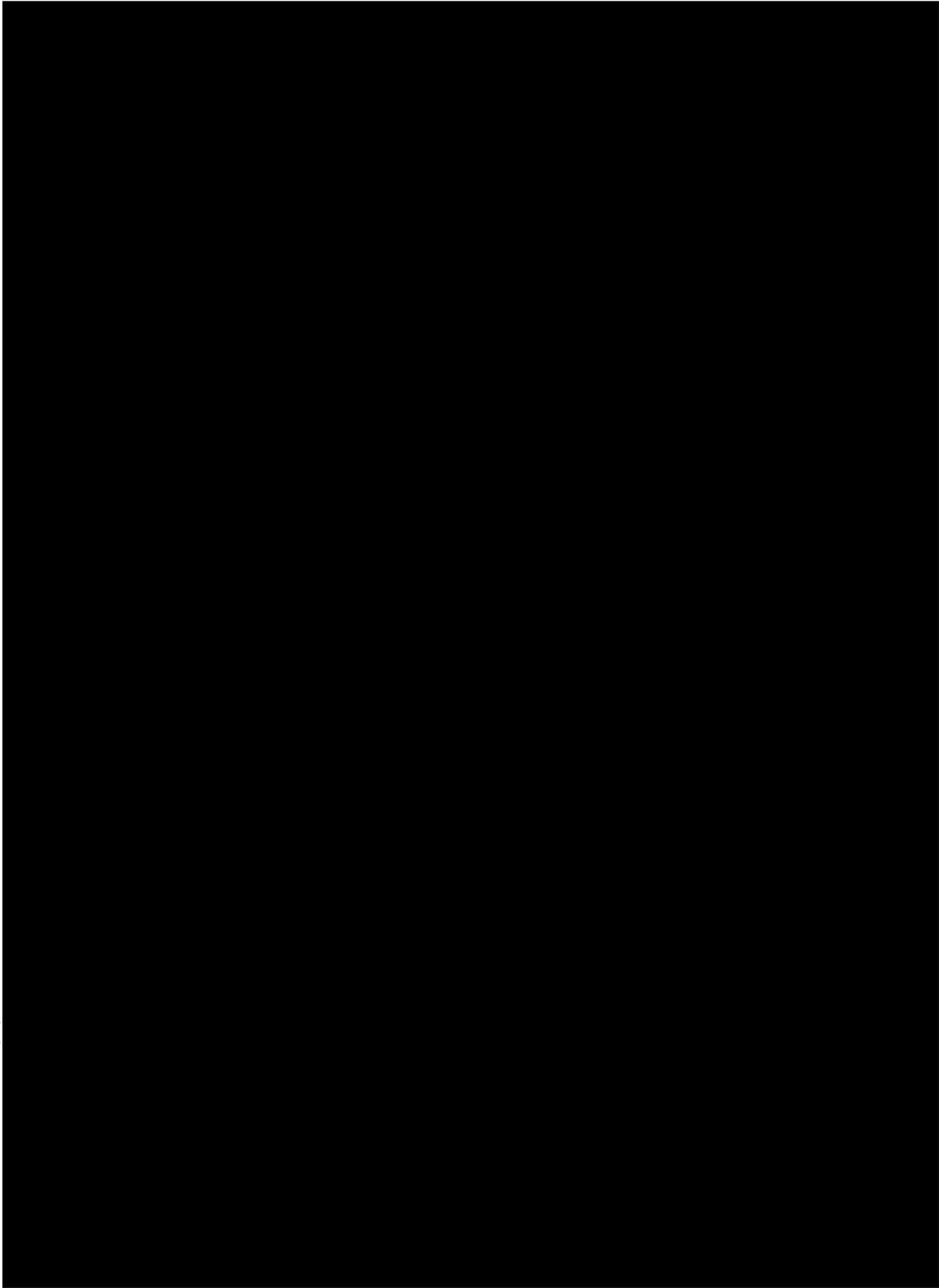
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Table 21b. '757 Infringement Read 1 Royalty



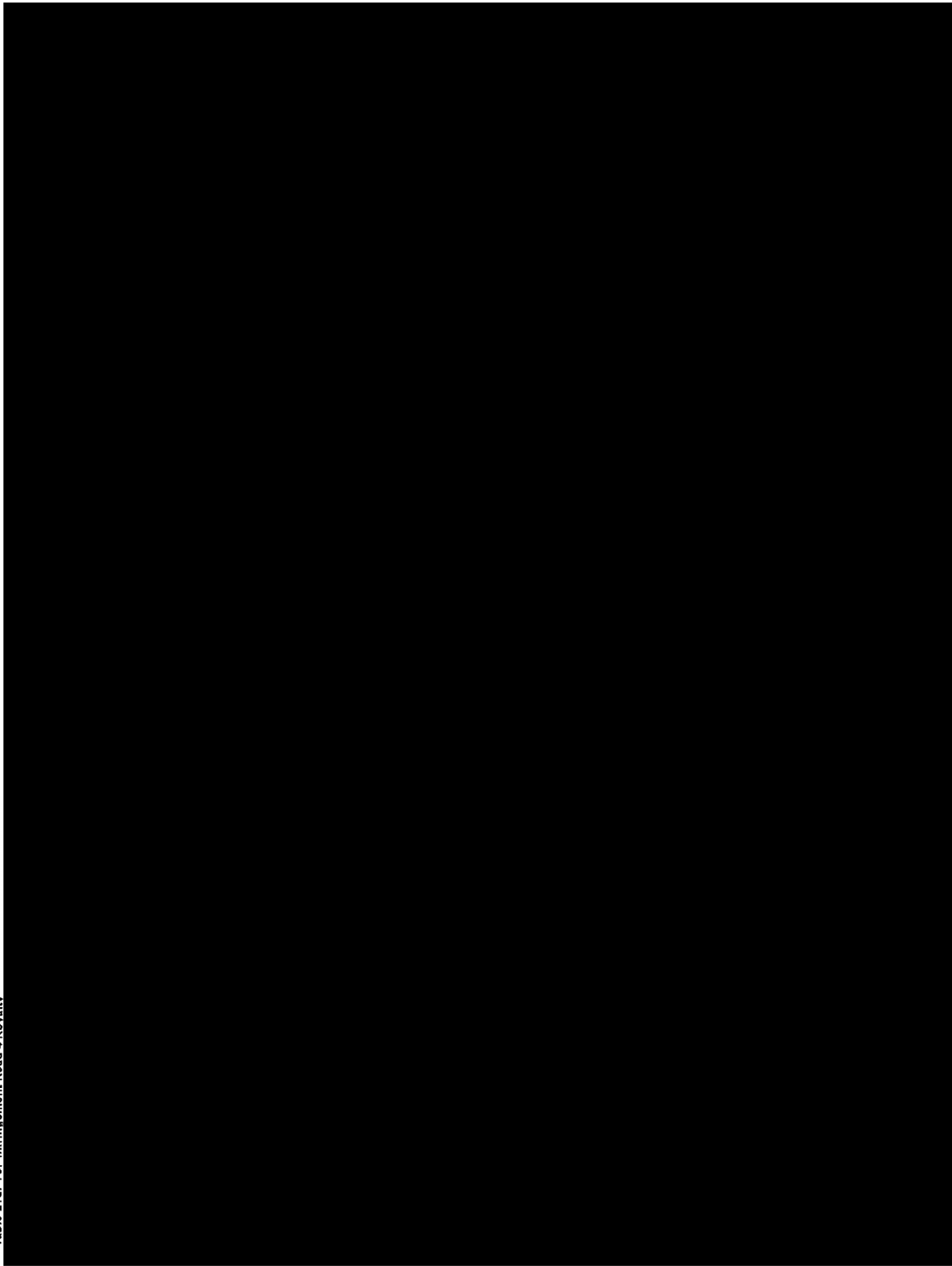
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Table 21c. '757 Infringement Read 2 Royalty



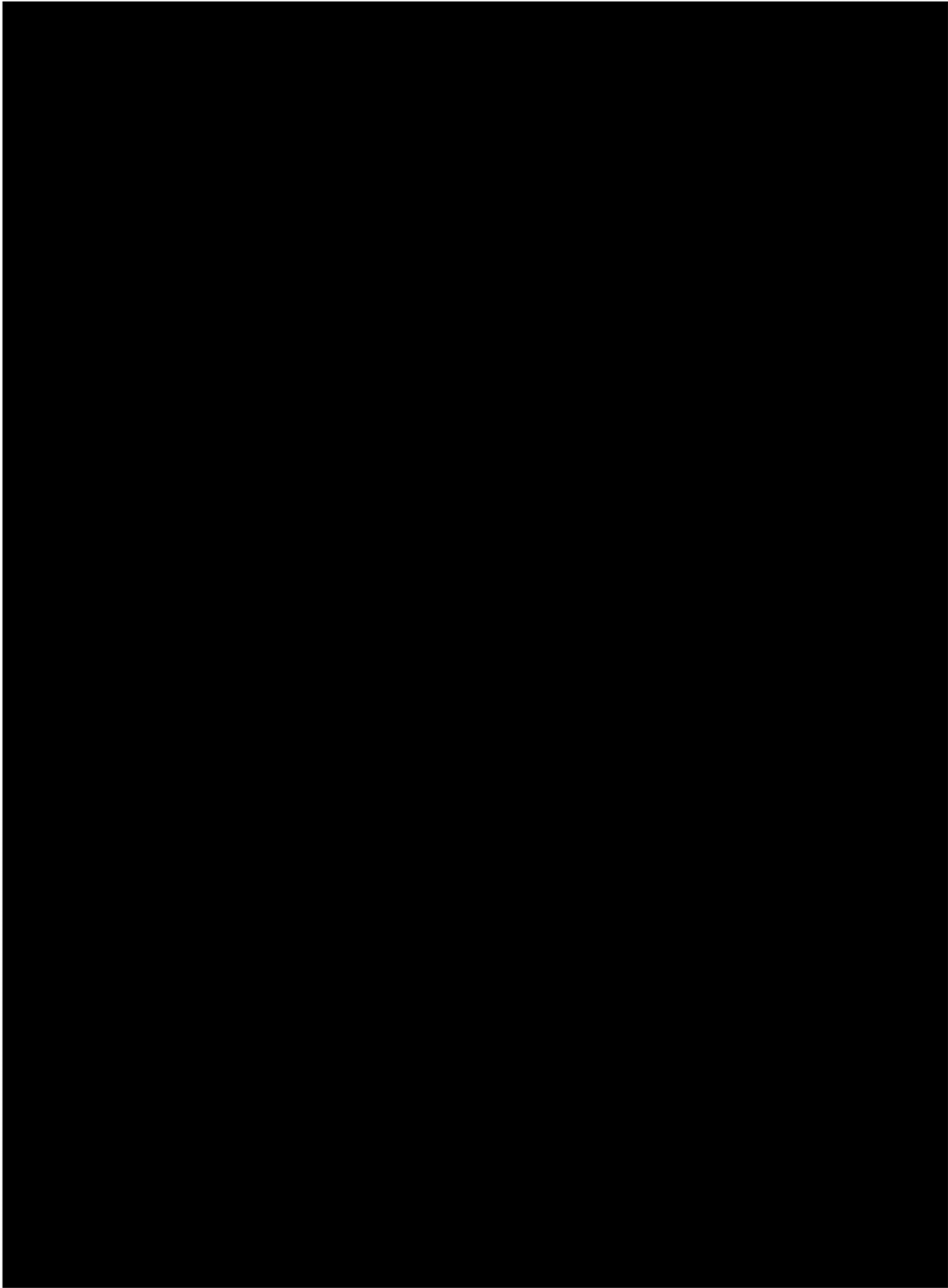
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Table 21d. '757 Infringement, Red 4 Royalty



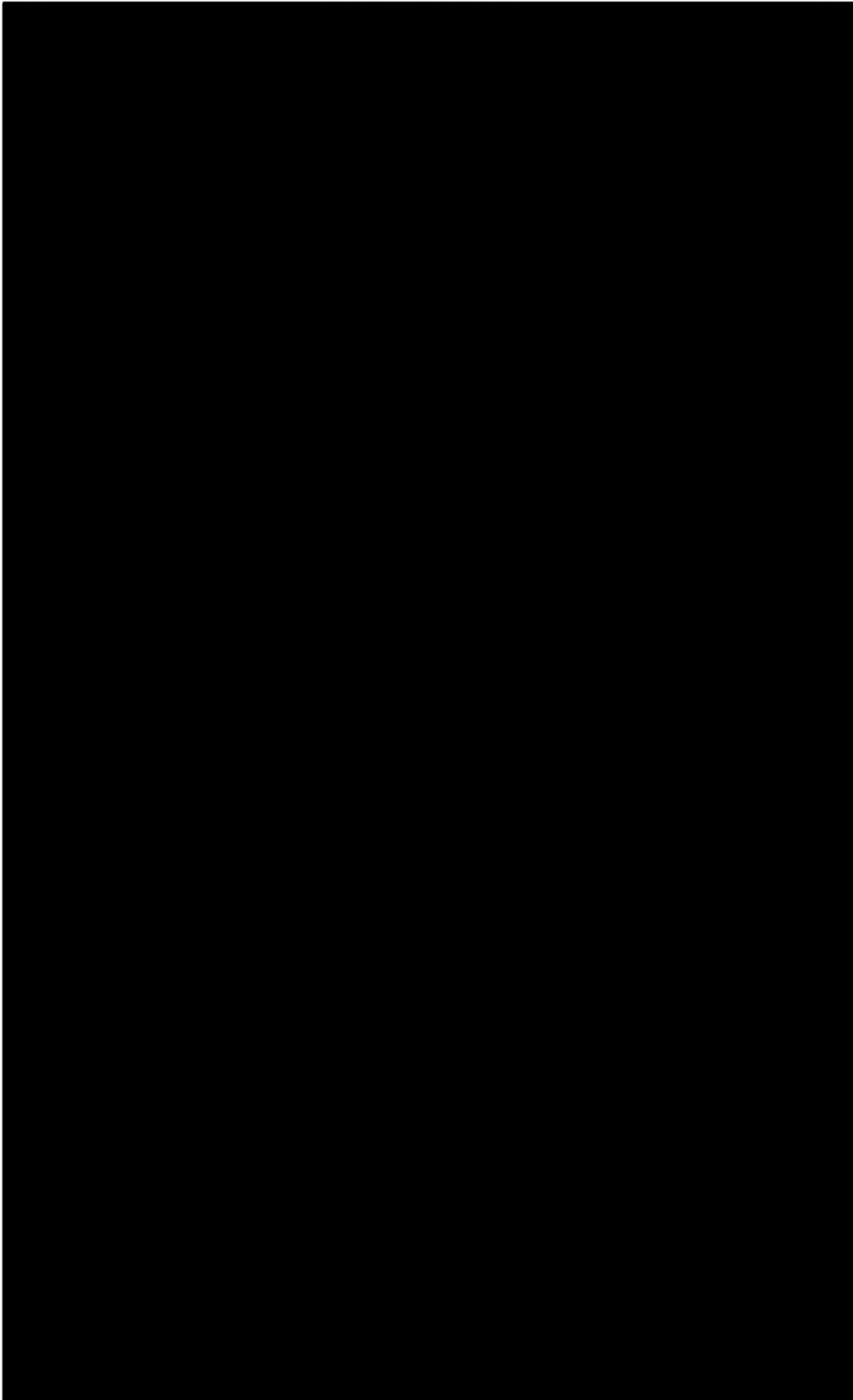
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Table 21e. '757 Infringement Read 5 Royalty



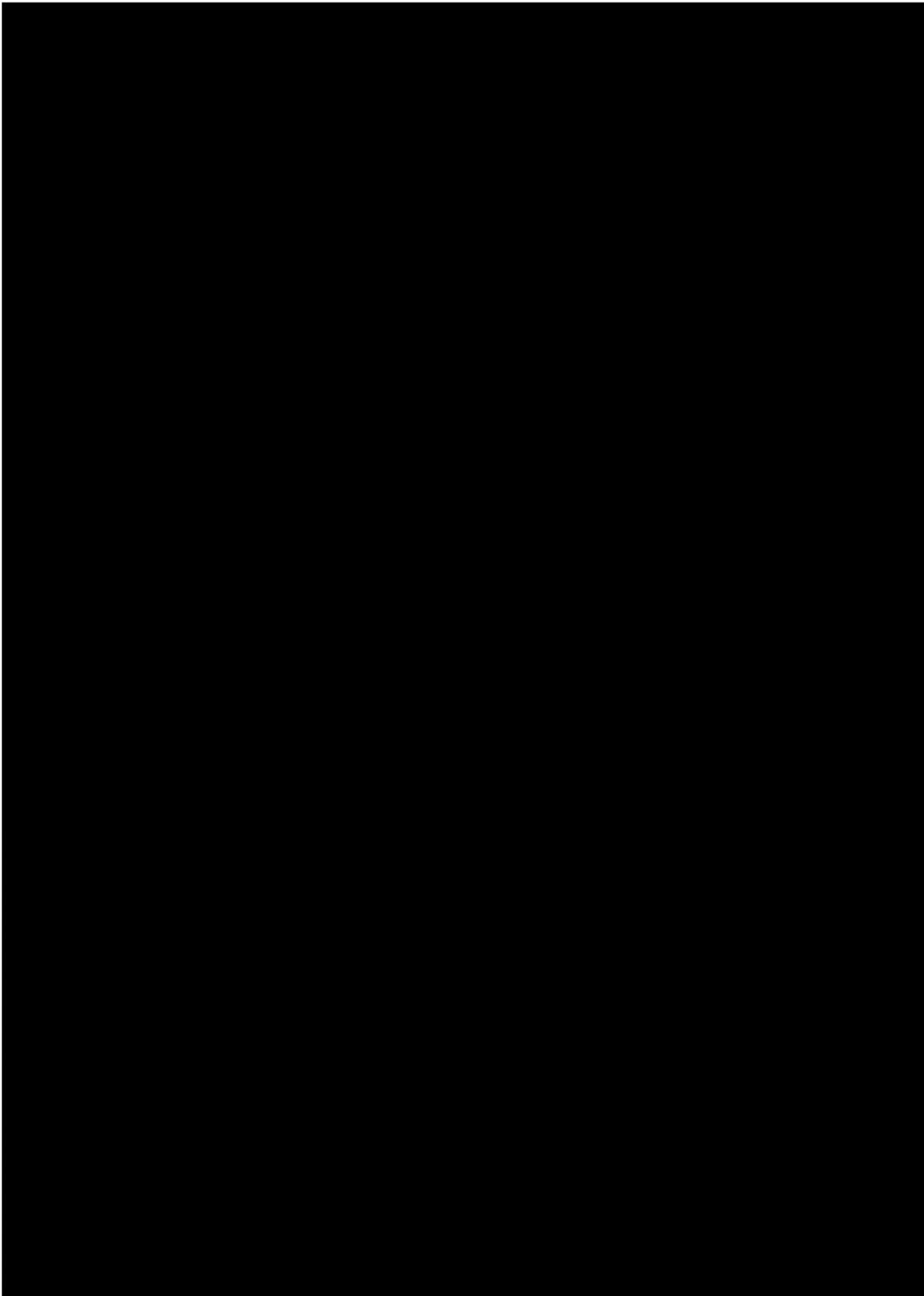
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Table 22a. Royalty for '757 by Product and Infringement Read  
Date of Notice: April 18, 2012



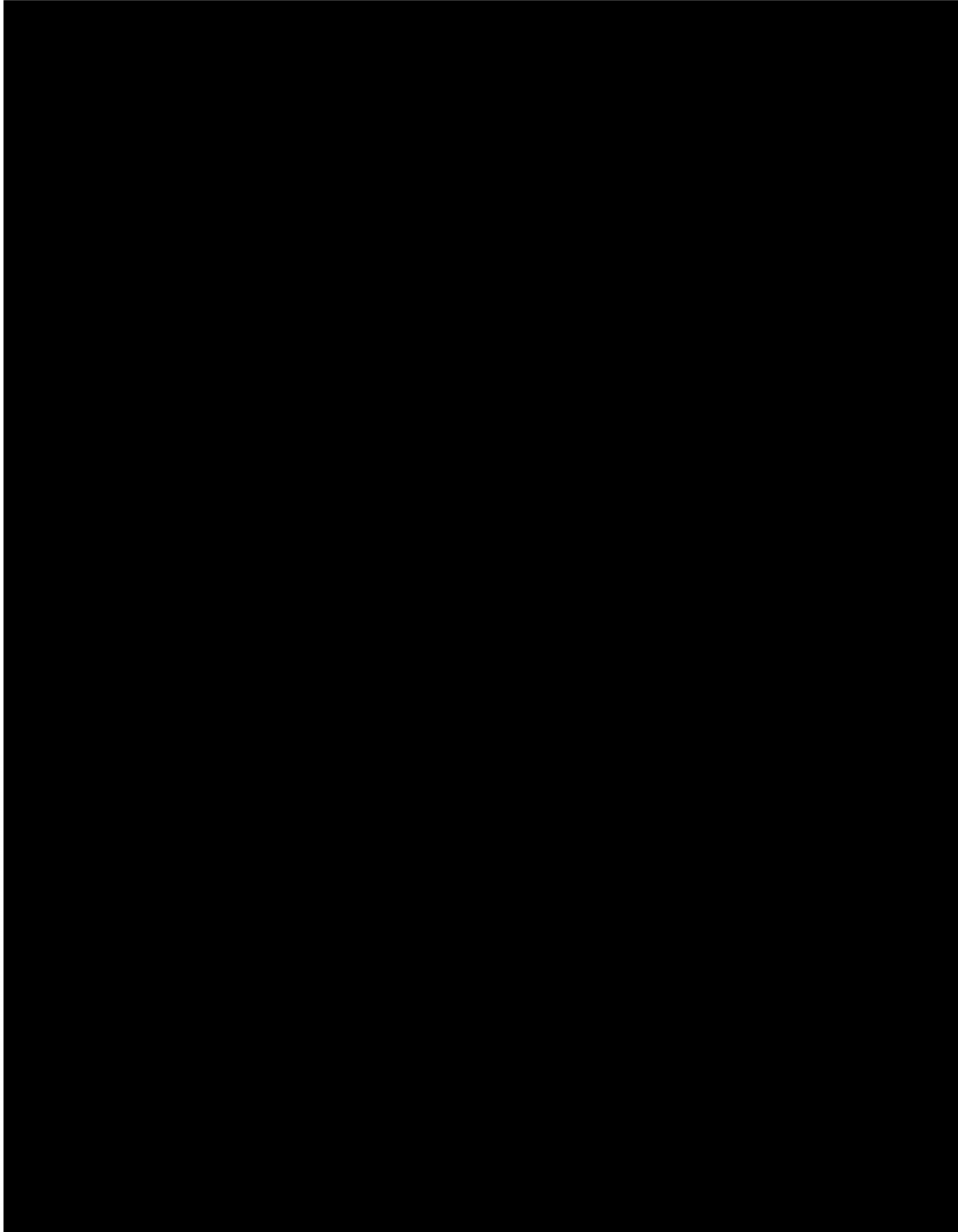
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Table 22b. '757 Infringement Road 1 Royalty



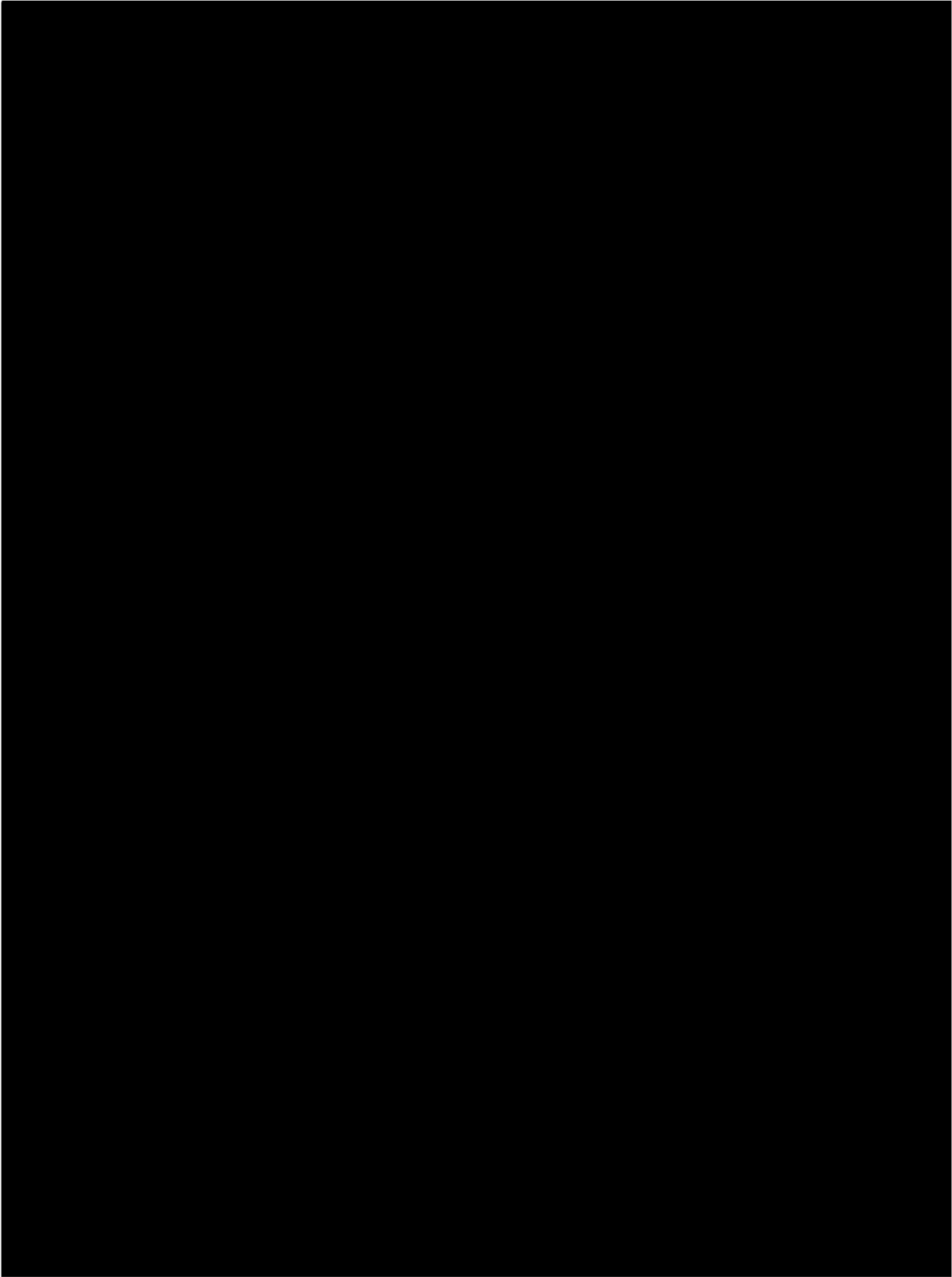
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Table 22c. '757 Infringement Read 2 Royalty



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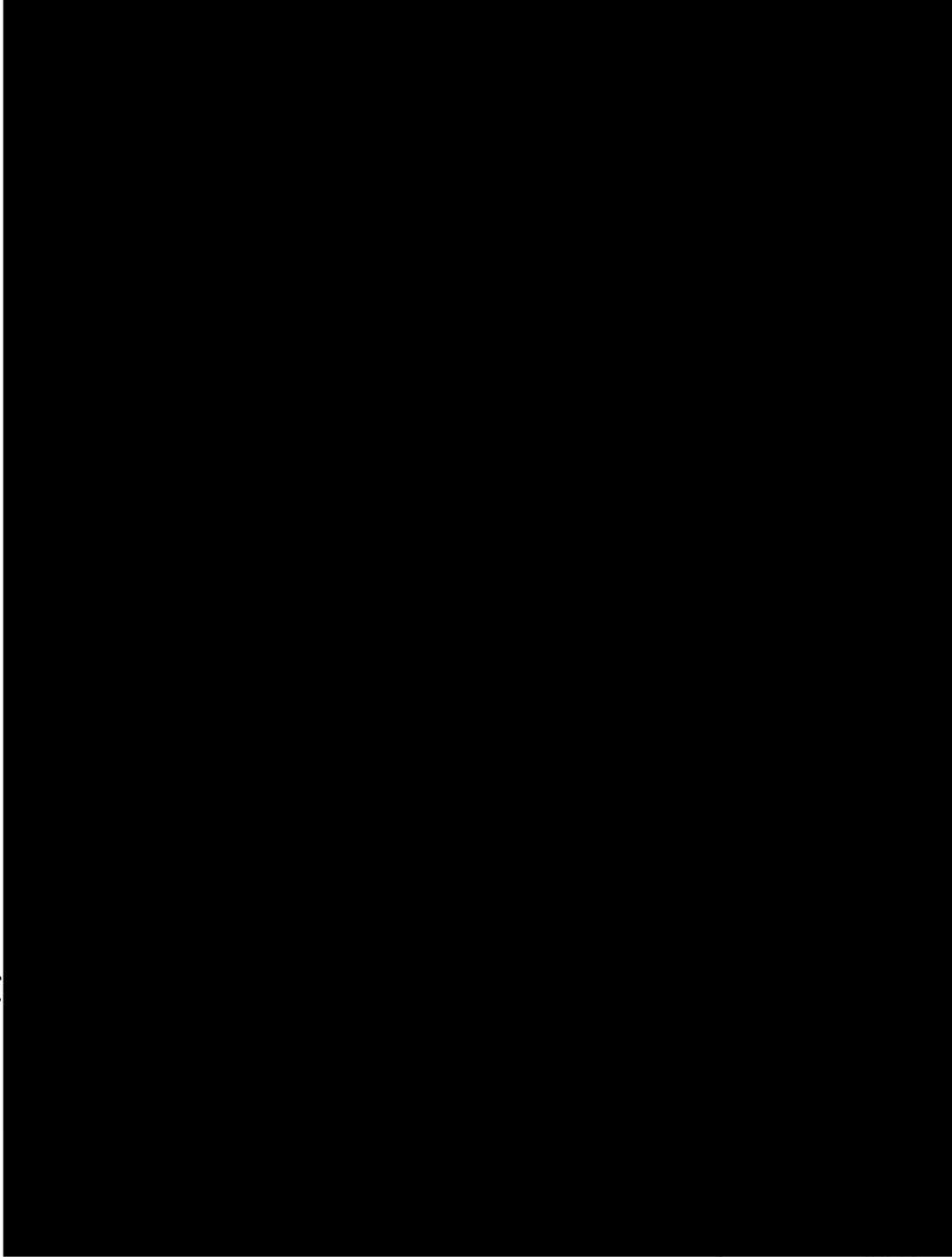
Table 22d. '757 Infringement Read 4 Royalty





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Table 22a. '757 Infringement Read 6 Royalty



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Table 23. "Location" Adjustment

Product	iPhone 3G/3GS				iPhone 4/4S				iPad				iPad Touch 4/5G				Total	
	Percent		Number		Percent		Number		Percent		Number		Percent		Number			
	Sample Size	>= 8 hours	Sampled	>= 8 hours	Sample Size	>= 8 hours	Sampled	>= 8 hours	Sample Size	>= 8 hours	Sampled	>= 8 hours	Sample Size	>= 8 hours	Sampled	>= 8 hours		
iPhone	228	43.9%	100	41.3%	626	41.3%	259	46.6%	594	46.6%	277	37.5%	264	37.5%	100	736	43.0%	
iPad	228	55.8%	127	39.8%	626	39.8%	249	39.8%	594	39.8%	237	36.8%	264	36.8%	97	710	41.3%	
iPod Touch	228	42.9%	93	25.9%	626	25.9%	162	35.1%	594	35.1%	209	33.7%	264	33.7%	89	558	32.6%	

## Sources:

1. Expert Report of Dr. Sanjay Rao, Attachment F.

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Table 24. Relative Value Survey Results, '449

Feature	iPhone 3G/3GS	iPhone 4/4S/5	iPad	iPod Touch 4/5G
<b>Relative Value Score</b> See the number of photos or videos in an album next to the album name in the Photos application	183.42	192.70	192.10	169.07
<b>Value Relative to the FaceTime Reads</b> See the number of photos or videos in an album next to the album name in the Photos application	0.41	0.43	0.41	0.48
<b>Difference in Value (between iPhone/iPod Touch and iPad)</b>	0.00	0.02	n/a	0.08
<b>Usage Rates</b> See the number of photos or videos in an album next to the album name in the Photos application	14.9%	23.0%	14.5%	26.5%

**Source:**

1. Relative Value Scores from Expert Report of Sanjay Rao, Tables 2b, 3b, 4b, and 5b.
2. Usage Rates from Expert Report of Sanjay Rao, Attachment E.
3. The Value Relative to FaceTime Reads for the 3G/3GS is estimated using the Relative Value Scores for Reads 1 and 2 of the iPhone 4/4S/5 since scores for the 3G/3GS are not available.

**Notes:**

1. Value Relative to the FaceTime Reads is calculated by dividing each relative value by the sum of the following '239 Reads: "Use FaceTime to make or receive video-calls over a WiFi connection" and "Use FaceTime to make or receive video-calls over a cellular connection".
2. Difference in Value is the Value Relative to FaceTime Reads for the iPhones and iPod Touches less the Value Relative to FaceTime Reads for the iPad.